



REPLY TO
ATTENTION OF

DEPARTMENT OF THE ARMY
US ARMY INSTALLATION MANAGEMENT COMMAND
2405 GUN SHED ROAD
FORT SAM HOUSTON, TEXAS 78234-1223

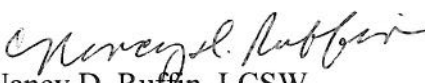
1 July 2011

Memorandum for Family Advocacy Program Managers

Subject: DOMESTIC ABUSE PREVENTION MONTH IN THE ARMY, OCTOBER 2011

The **Theme** – “**TOGETHER WE CAN END DOMESTIC ABUSE: ACT NOW!**” and the **DRAFT Installation Commander's Proclamation** for the October 2011 campaign have been approved.

1. The theme and Installation Commander's Proclamation for the October 2011 Domestic Abuse Prevention Month campaign have been approved. This year's campaign theme: "**TOGETHER WE CAN END DOMESTIC ABUSE: ACT NOW!**" is based on the concept that every individual in our community can take action to prevent domestic abuse.
2. It is crucial to work through your local command so that the proclamation can be adopted, signed, and broadcast throughout your community during October 2011. Specifically, these materials are to be used as you plan command briefs, create written and emailed notices, post local news releases, sponsor special events at your installation, and participate in press conferences. I also encourage creative approaches that you may use as you work through all of your local military and civilian networks and partnerships to spread the proclamation and theme as widely as possible.
3. To assist you in your planning, the rationale and background materials for the campaign can be found on <https://www.acsstaff.org> in the download section under Family Advocacy Program, 2011 Domestic Abuse Prevention Month.
4. MWR Brand Central will be developing the posters for the campaign. Once the posters are ready, an announcement will be made, the posters will be placed on the ACS staff site. Army OneSource <http://www.myarmyonesource.com> will feature the posters and other public materials on their site in October.
5. Archived materials will also continue to be accessible at pages supported by the Cornell team if you wish to review past campaign materials at <http://child-abuse.com/>.


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IMCOM, G9, Family and MWR Programs